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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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STRONG FIRST QUARTER
FOR MAJOR APPLIANCE SHIPMENTS

CHICAGO -- The major appliance industry shipped over 10.2 million units in the first quarter, for a fractional increase of 0.1% over last year's record first quarter, reports the Association of Home Appliance Manufacturers (AHAM).

Cooking appliances, up 10.3%, led the quarterly shipment gains, recorded for all products except disposers, freezers and home comfort appliances.

March shipments exceeded 3.4 million units, but were down 11.3% compared to the previous March, primarily because of microwave ovens and home comfort appliances.

The Association issued a caution concerning the interpretation of data on monthly microwave oven shipments, which dropped 22.3% in March. Because of a backlog in processing paperwork for some imported products for government agencies, the March 1985 microwave oven shipment figure was artificially high. Consequently, microwave oven shipment statistics contain distortions, the degree of which is unknown.

Reduced demand for seasonal home comfort appliances also contributed to the March shipment decline. High dealer inventories remaining

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from last year's relatively temperate weather caused the 22.1% drop in monthly shipments.

Strong monthly gains were recorded for shipments of: compactors, up 21.0%; dryers, up 8.3%; and dishwashers, up 4.1%.

In spite of a lackluster March, the industry remains very optimistic. According to the latest forecast compiled this February, 1986 will be a second-best year, just 400,000 units shy of 1985's 41.8-million-unit record.

The new forecast calls for 41.4 million units in 1986 and almost 41.1 million units in 1987, with annual shipment gains in all products except home comfort appliances. Compared to last November's forecast, the latest forecast is 3% higher, totalling 1.3 million more units in 1986 and 1.2 million more in 1987.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1986

	March 1986	March 1985	% Change	Calendar Year to Date 1986	Calendar Year to Date 1985	% Change
ALL MAJOR APPLIANCES*	**3,466.5**	**3,908.4**	**-11.3%**	**10,254.7**	**10,244.8**	**+ 0.1%**
COOKING - TOTAL	**1,095.1**	**1,344.0**	**-18.5**	**3,575.9**	**3,243.4**	**+10.3**
ELECTRIC RANGES - TOTAL	240.0	240.9	- 0.4	759.0	714.3	+ 6.3
Free Standing	192.6	195.1	- 1.3	620.4	579.0	+ 7.2
Built-In	47.4	45.8	+ 3.5	138.7	135.3	+ 2.5
MICROWAVE OVENS/RANGES**	870.1	1,119.8	-22.3	2,861.4	2,576.3	+11.1
HOME LAUNDRY - TOTAL	**721.6**	**714.7**	**+ 1.0**	**2,295.1**	**2,264.6**	**+ 1.4**
AUTOMATIC WASHERS	407.7	424.8	- 4.0	1,296.3	1,291.5	+ 0.4
DRYERS - TOTAL	313.9	289.9	+ 8.3	998.9	973.1	+ 2.7
Electric	244.9	229.7	+ 6.6	779.2	764.2	+ 2.0
Gas	69.1	60.2	+14.8	219.7	208.9	+ 5.2
KITCHEN CLEAN UP - TOTAL	**649.4**	**673.5**	**- 3.6**	**2,009.5**	**1,980.6**	**+ 1.5**
DISPOSERS	339.3	377.6	-10.1	1,063.9	1,102.2	- 3.5
DISHWASHERS - TOTAL	295.2	283.5	+ 4.1	901.1	837.9	+ 7.5
Built-In	278.5	266.5	+ 4.5	839.5	770.4	+ 9.0
Portable	16.7	17.0	- 1.8	61.5	67.5	- 8.9
COMPACTORS	15.0	12.4	+21.0	44.5	40.5	+ 9.9
FOOD PRESERVATION - TOTAL	**499.6**	**533.5**	**- 6.4**	**1,522.1**	**1,510.3**	**+ 0.8**
REFRIGERATORS	419.1	447.9	- 6.4	1,274.5	1,241.9	+ 2.6
FREEZERS - TOTAL	80.5	85.6	- 6.0	247.5	268.4	- 7.8
Chest	45.0	48.5	- 7.2	133.7	138.6	- 3.5
Upright	35.5	37.2	- 4.6	113.8	129.8	-12.3
HOME COMFORT - TOTAL	**500.8**	**642.7**	**-22.1**	**852.2**	**1,245.8**	**-31.6**
ROOM AIR CONDITIONERS	421.6	530.2	-20.5	727.8	1,016.0	-28.4
DEHUMIDIFIERS	79.1	112.4	-29.6	124.4	229.8	-45.9
GAS RANGES***	**166.9**	**164.1**	**+ 1.7**	**464.8**	**422.4**	**+10.0**

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986**	1987**
Cooking - Total	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	13,800	13,081
ELECTRIC RANGES - TOTAL	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,172	3,156
Free Standing	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,595	2,575
Built-In	701	817	881	756	555	498	417	563	577	574	578	581
MICROWAVE OVEN/RANGES	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	10,836	10,128
Home Laundry - Total	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	9,240	9,220
WASHERS - TOTAL	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,303	5,288
Automatic	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,303	5,288
Wringer & Other	205	194	200	186	124	88	64	69	NA	NA	NA	NA
DRYERS - TOTAL	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	3,937	3,933
Electric	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,097	3,079
Gas	708	736	757	768	682	640	584	672	754	834	840	854
Kitchen Clean Up - Total	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	7,918	7,982
DISPOSERS	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,155	4,204
DISHWASHERS - TOTAL	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,582	3,598
Built-In	2,337	2,705	2,971	2,984	2 354	2,193	1,956	2,859	3,245	3,327	3,338	3,357
Portable	803	651	586	504	384	291	214	262	246	248	244	242
COMPACTORS	249	277	360	293	235	191	148	157	182	177	182	181
Food Preservation - Total	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,283	7,282
REFRIGERATORS#	4,817	5 707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,070	6,050
FREEZERS - TOTAL	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,213	1,232
Chest	832	852	835	1,039	963	889	726	702	650	634	615	626
Upright	710	746	686	902	789	717	614	639	631	602	598	606
Home Comfort - Total	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,175	3,511
ROOM AIR CONDITIONERS	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,600	2,931
DEHUMIDIFIERS	444	319	442	685	673	536	440	437	591	588	575	580
All Major Appliances	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	41,416	41,076
Gas Ranges##	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	NA	NA

* 000 Omitted
** Forecasts as of February, 1986
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

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